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ABSTRACT

In 1977 and 1978, Black Hawk College sponsored two series of community discussion forums paralleling the year's Courses by Newspaper (CbN). With the fall series, based on "Crime and Justice in America," Black Hawk became one of eleven national demonstration models. In the spring, the college sponsored "The Impact of Mass Media on American Life," paralleling the CbN "Popular Culture: Mirror of American Life." An explanation and models of procedures used in these two community forums are included in this sourcebook, which is divided into six sections. After the first explanatory section, section 2 covers co-sponsors in terms of what they offer the forum, what the forum offers them, who makes the best co-sponsors, and how to approach and work with them. Section 3 deals with the humanities and the humanist moderator with respect to moderator training sessions, college responsibilities in working with humanists, what methods were effective in Black Hawks' two community forums, and what aspects of the moderators' function could have been clarified. Forum formats such as town meetings and panel, film, and small group discussions are reviewed in section 4. Section 5 treats publicity efforts through co-sponsors, press releases, newspaper advertisements, and news coverage. Section 6 presents sample materials used by Black Hawk in setting-up their forums.

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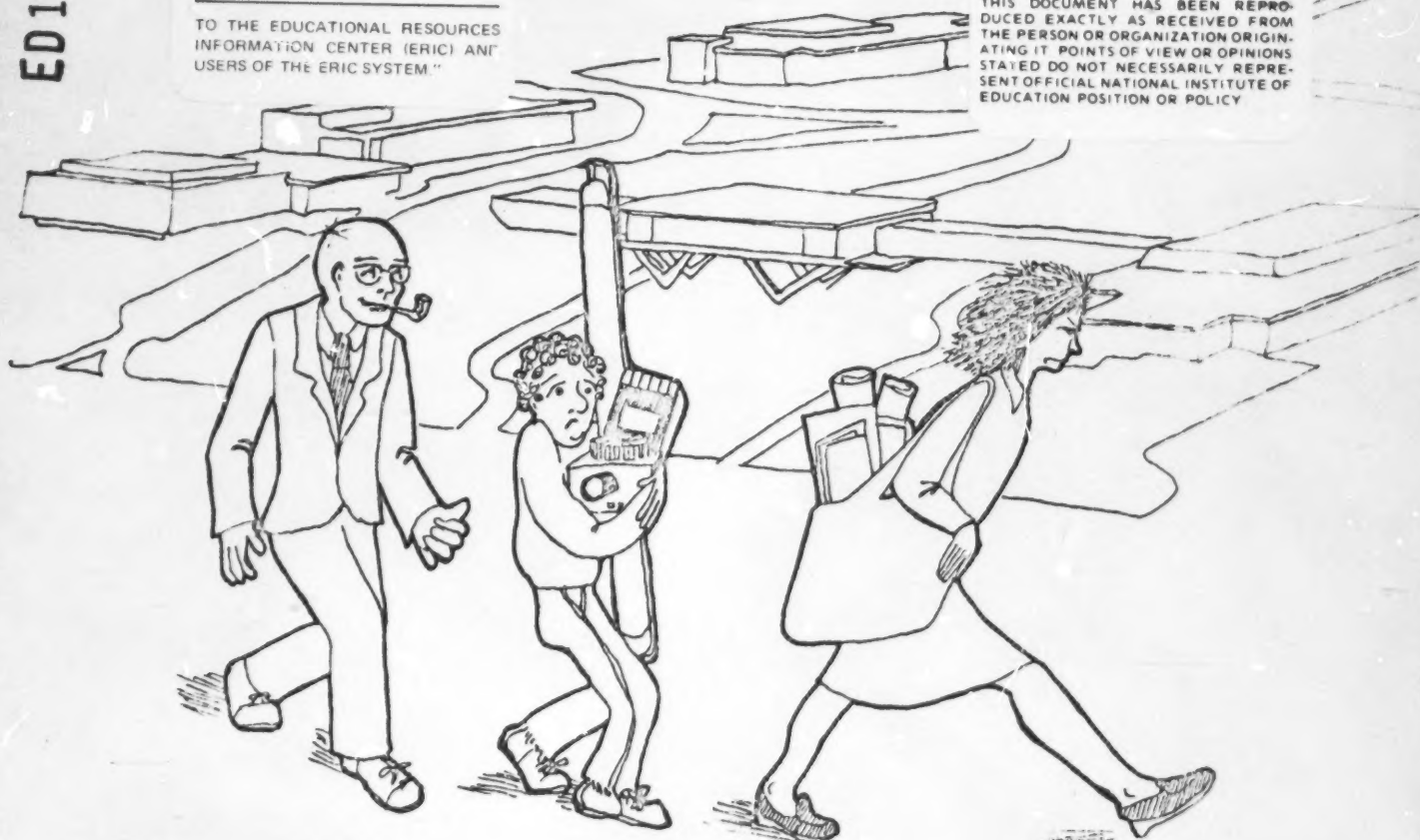
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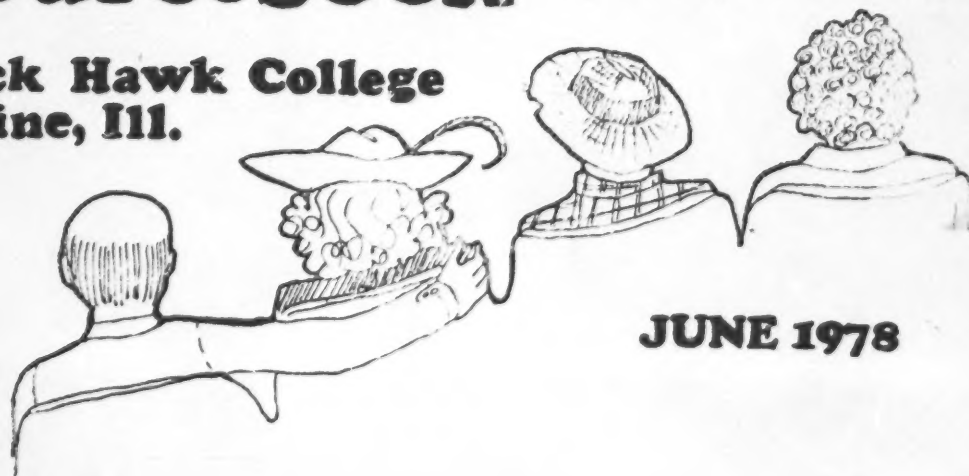
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CbN Community Forum Sourcebook by Mary A. Stevens

**Black Hawk College
Moline, Ill.**



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ABSTRACT

CbN Community Forum Sourcebook

by Mary A. Stevens, Black Hawk College, Moline, Illinois

In 1977 and 1978, Black Hawk College, Moline, Illinois, sponsored two series of community discussion forums paralleling the year's Courses by Newspaper. The fall series, based upon "Crime and Justice in America," was supported by a grant from the American Association of Community and Junior Colleges with funds from the National Endowment for the Humanities. With this project, Black Hawk College became one of eleven national demonstration models. In the spring, supported by a grant from the Illinois Humanities Council, the college sponsored a similar series--"The Impact of Mass Media on American Life"--paralleling the CbN "Popular Culture: Mirror of American Life."

This sourcebook includes an explanation of and models of procedures used in these two community forums. Specific sections include working with co-sponsors, working with the humanist moderator and the humanities component, forum formats, publicity methods, and other general details.

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Explanatory Note

In 1977 and 1978, Black Hawk College, Moline, Illinois sponsored two series of community discussion forums paralleling the year's Courses by Newspaper. The fall series, based upon "Crime and Justice in America," was supported by a grant from the American Association of Community and Junior Colleges with funds from the National Endowment for the Humanities. With this project, Black Hawk College became one of eleven national demonstration models. In the spring, supported by a grant from the Illinois Humanities Council, the college sponsored a similar series--"The Impact of Mass Media on American Life"--paralleling the CbN "Popular Culture: Mirror of American Life."

Both projects shared essential components of the national model:

- discussions, which we called town meetings, free and open to the public on topics suggested by CbN's;
- co-sponsorship of the forums by community organizations, 27 in the fall and 17 in the spring;
- a moderator from the college's humanities faculty for each discussion and expert presenters from the community;
- an exploration of the topics from the perspective of the humanities;
- guidance of the series, in the fall, by three local experts and, in the spring, by a forum advisory committee that included discussion moderators and a representative from each of the co-sponsors;
- encouragement of related activities and resources, including public library displays, use of local radio and television, and a speakers' bureau, as well as all other types of "spin-off" activity.

Both Black Hawk College projects were distinct in their efforts to effect change through summaries and recommendations based upon the

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discussions. In the fall, these were presented over open-air commercial and over cable television in a series of four thirty-minute discussions. The fall series began with an introductory workshop to explain the project to news media and to provide a meeting for co-sponsors. In the spring, the forums began with a moderator training workshop and a meeting of the community forum advisory committee, which met a total of three times during the project.

At a time when community-based education is an important priority for the community and junior college, when rapid changes in life and the growth in knowledge especially seem to require lifelong learning, and when critical issues seem to need discussion on a local level, community forums such as these may indeed increasingly come to be viewed as a community college responsibility. For such efforts, the community college can offer: personnel, especially faculty members; meeting space and offices; that objectivity required by its educational role in the community; closeness to the people, and a focus upon the community.

The purpose of this sourcebook is to share with others what Black Hawk College has learned during these two series of discussions. The emphasis is on actual samples and terse lists and lines of action that we found worked. If we thought that what we did was successful, we present it as it happened; if we learned a better way in the process, we present what we'd do or use next time through. And, as we offer all of this, we fully realize how much more we ourselves have to learn about "the community forum process."

In beginning to learn this process ourselves and in putting together this sourcebook, there are undoubtedly many acknowledgements that we should make--to the AACJC Community Forums Office, to the Illinois Humanities Council, and to many books and articles. Whenever we find a useful idea or suggestion, we take it and use it, ordinarily adapting it to our situation. We hope that others will do the same with the contents of this sourcebook. And, in the meantime, the center of most knowledge on such projects and of much additional information is in Community Forums Office, Diane U. Eisenberg, Director, American Association of Community and Junior Colleges, Suite 410, One Dupont Circle, N.W., Washington, D.C. 20036.

CO-SPONSORS

Most community colleges have come to think of their communities as their sponsors, but community forums seek organizations within the community to co-sponsor the discussion series.

What do co-sponsors offer?

1. A broader base for the forums: Each organization in a community reaches one sector of that community's population, and, if that organization becomes involved as a co-sponsor, the programs will reach that sector. Careful selection of co-sponsors can result in great diversity among those attending programs.
2. Publicity and increased visibility: Information concerning programs can be spread inexpensively through the announcement of events at meetings of co-sponsors, by reports on forums at meetings, and by word-of-mouth through members.
3. Increased discussion: Ideally, co-sponsors would devote one of their programs for the year at a meeting to a forum on the topic. And, if that discussion becomes one of the scheduled events in the series, there are a guaranteed audience, a meeting place, and usually refreshments.
4. Experts to serve as presenters and panelists: Not all organizations will have among their members such experts, but many will. Sometimes loyalty to organization will motivate speakers ordinarily charging high fees to donate services.
5. Practical resources: Meeting places, refreshments, audiovisual materials, mailing lists, and assistance in publicity--in short, ways to reduce the cost of a series of forums.

And, of course, perhaps of greatest importance to a community college is that each co-sponsor joining the forums represents still another link with the community.

What do forums offer co-sponsors?

1. New friends among other organizations: Often organizations suffer from myopia and isolation. The greater the diversity of those organizations serving as co-sponsors in a forum series, the more likely that co-sponsors will come to learn more about their community, its organizations, and their members during the project.
2. New linkages that benefit all: Many organizations in a community supplement each other; the services or interests of one often can be of assistance to another, thereby saving unnecessary duplication of efforts.
3. A focus for programs or a program for the year: The program committees of many organizations have difficulty finding new program formats or topics; a forum may offer one.
4. Greater visibility and better community understanding: Community forums offer opportunity for co-sponsors to explain their organizations' purposes and points of view within the community and to other organizations.
5. An opportunity to express their point of view: Especially, a series of programs ending in summaries and recommendations needs the representation of many points of view such as those provided by a diversity of co-sponsoring organizations.
6. A worthwhile community activity, and, for their members the opportunity to learn more in an enjoyable way.

Who are the best co-sponsors?

As with most classifications, the one below is somewhat overlapping and not always truly accurate, but it provides a beginning in a consideration of those community organizations that might serve as co-sponsors for community forums. The organizations listed below as examples are from among co-sponsors for our two projects.

1. CHURCH GROUPS: Churches United, Church Women United
2. ETHNIC GROUPS: Center for Belgium Culture
3. WOMEN'S GROUPS: Moline Women's Club, American Association of University Women, National Organization for Women
4. SOCIAL GROUPS: Parents without Partners, Orion Women's Club, Moline Women's Club
5. SPECIAL INTEREST GROUPS: Black Hawk Folklore Society, Quad-City Arts Council, Parent Teachers Association
6. AGE GROUPS: National Retired Teachers Association, Kewanee Senior Citizen Center
7. LABOR UNIONS: UAW Cap Council, Black Hawk College Teachers' Union
8. SOCIAL AGENCIES: Project NOW, Marriage and Family Counseling Service
9. CIVIC GROUPS: Silvis Businessmen's Club
10. HEALTH AND SOCIAL SERVICE GROUPS: Parents without Partners, Rock Island County Council on Alcoholism
11. OTHER EDUCATIONAL AGENCIES: River Bend Library System, public libraries

Especially good co-sponsors have the following characteristics:

- shared interest in the purpose and content of the forum,
- good organization,
- growing membership,
- good leadership,
- a commitment to help others,
- a wish to become better known and better understood in their community.

In short, financial resources are not nearly as important in such projects as are human resources.

Very often, a member of the faculty or staff who is a member of an organization can serve as the best liason to that organization, especially at the time that the organization is being approached as a co-sponsor. Approaching the organization through this person can usually establish trust and interest.

Approaching co-sponsors

1. Determine what community organizations to attempt to secure as co-sponsors:

- consult organizational directories and similar sources for your community looking for those whose purpose suggests that they might be interested in the forums;
- find someone you know who belongs to the organizations selected and find out about them, if you don't know already;
- try to include groups that are active, with purpose and good leadership;
- seek a diversity among co-sponsors to ensure involvement from many socioeconomic, occupational, and ethnic/racial groups in your community;
- attempt to identify and represent all significant varying points of view on the topic that you will be discussing in your selection of co-sponsors and then explain to these organizations that their perspective is an important one that must be represented in the discussions;
- and seek some organizations as co-sponsors with whom the college has already had good experience in cooperative efforts to establish a good and positive atmosphere of working together at the beginning.

2. Determine the best way to approach these groups:

- find a faculty member, a member of the college staff, or someone whom you know in the community who is a member of the organization and through whom you can approach the leadership initially, if you yourself can't do so based upon your own acquaintance with the leaders;
- usually a preliminary phone call should be made to the leader in the organization from someone associated with the college or someone that you know;
- regardless of the initial phone call of explanation, all approaches seeking potential co-sponsors should be formalized by a letter in which certain information is presented clearly;

--in a week or two, follow up on this letter with a telephone call of inquiry and to answer questions;

--remember that many organizations will have to have approval from their boards or their membership to co-sponsor, and allow sufficient time for them to do so.

3. Make sure that your original letter of explanation to potential co-sponsoring organizations does the following:

--clearly indicates the responsibilities of the organization in co-sponsoring the project(see all sections labeled "A" in Display 1);

--gives some indication of the subject matter proposed for the discussion series and of its relative importance(see all sections labeled "B" in Display 1);

--provides an indication of what the organization needs to do in order to join the forums(see all sections labeled "C" in Display 1).

4. Don't make your requirements for co-sponsorship too much or too little: what you ask will depend upon your needs and the resources of the organizations but something must be given by all parties if there is to be the necessary commitment and sense of joint "ownership" of the discussions.

5. Try to include appropriate additional materials in your original letter of explanation that will answer any questions that members of organizations might have and that will leave the impression you are well-organized and know what you're doing. These materials might include a list of the objectives of the discussion series, information on the subject matter or topics available for discussion, support documentation for the importance of the issue to be discussed, and details such as those related to available funding or resources.

6. Open up your project to all community organizations at some point through a press release: while you can expect to have to work for co-sponsors, often times good ones appear as a result of such an invitations, ones that you may not be aware of or that you have overlooked(see Display 2).

Working with co-sponsors

1. Convene a representative committee to plan, execute, and evaluate the series of forums:

- do all that you can to make absolutely clear to your co-sponsors that the college is not running the series of forums but only coordinating the efforts of many organizations that join as equal partners;
- fundamental to doing so seems the formation of some sort of steering committee that includes a good representation of all co-sponsors;
- this advisory or steering committee can complete much preliminary planning in the project: suggesting topics and issues, dates and places, panelists and presenters, new methods of publicity, and other information based upon their understanding of and knowledge about the community;
- this committee can assist in many ways once the discussion forums are under way: evaluation of past efforts to ensure better future forums, suggestions about new methods of publicity or new groups to reach, suggestions about topics or issues that have been overlooked, and suggestions about additional experts or panelists;
- this committee can assist once the forums are over by evaluating the project, assisting in the formulation of summaries and recommendations, and suggesting those who should receive these;
- this committee can even assist in getting started future discussion forums.

Black Hawk College used such a community forum advisory committee in its spring forums. It included members of the college's humanities faculty who were serving as moderators and a representative of each co-sponsoring organization. The faculty joined the committee because they had indicated a wish to work in this way with the community organizations.

As can be noted in the materials included in Display 3, including the agendas of meetings, this advisory committee completed much preliminary planning of the project, made many good suggestions while the forums were underway, and, finally, assisted in evaluating the project and reaching recommendations at the end.

2. Establish good lines of communication with all members of the advisory committee:

- share all important information with the committee as a basis for its planning and decision-making;
- at the first meeting of the committee provide each member with a packet of basic information(see Display 4 for ideas);
- hold regular meetings that are well-planned at reasonable times throughout the project;
- keep members of the committee informed in other ways as well, including by regular telephone calls reminding them of forums and committee meetings;
- and follow up whenever a member of the committee fails to make a meeting to inform him or her of what happened at the time.

3. Use this advisory committee as a real resource:

- ask its members to make initial contacts with panelists or presenters that they know;
- ask its members for ideas about publicity and help with it;
- ask its members whenever there is a need that they can fulfill through their organizations, such as refreshments or publicity;
- ask its members for suggestions, for they represent a perspective other than that of the college;
- invite yourself to co-sponsors' meetings to explain the project if you are welcome;
- ask its members for help in evaluating what was good and bad about the project once it is over;
- and call upon its members after the project for other help; in return, expect them to ask you for help as the representative of the college whom they probably know best.

4. Try to keep the college in the background as much as possible:

- list all members of the advisory committee and their organizations in all publicity(see Display 4);

- introduce representatives of co-sponsors at forums when they attend;
- acknowledge special help for each forum received from co-sponsors in press releases and at the meeting itself;
- consider having stationery, name tags, and envelopes printed especially for the project, if funds are available, rather than use those with the college's name only;
- and don't worry that the college won't receive enough credit for the project; the major danger is that the college will receive too much.

5. Encourage "spin-off" activities among co-sponsors:

- report new linkages and joint projects that have been undertaken by organizations represented on the committee;
- see that each organization clearly understands the aims and activities of each other through formal introductions and explanations at meetings;
- during informal discussions at meetings, introduce organizational representatives whenever you perceive that each could benefit from knowing the other;
- and cooperate fully in any efforts by co-sponsoring organizations to draw upon college activities in other areas or to seek recognition within the community or its own general organization as a result of its co-sponsorship.

6. Attempt to make the co-sponsorship on-going: Display 5 provides one example that we have attempted.

7. Always remember to say "thank-you." (See Display 6.)

The Humanities and Humanist Moderator

Because both of our series of forums were supported by grants from the National Endowment for the Humanities, we were concerned with the humanities component in each forum, and we worked most closely with those members of the college's humanities faculty who served as forum moderators.

The Moderator Training Session

One idea that we wanted to experiment with during our second series of forums was a humanist training workshop, a formal meeting of all moderators to receive direction and suggestions on what their responsibilities and part in the forums were to be and a time for general discussion.

WHAT WE DID

We found that beginning the series with such a workshop was an excellent idea. It provided an opportunity for all moderators as a group to complete the following:

- share resources, including printed and audio-visual materials, with each other;
- discuss the subject matter of the proposed forums, clarify definitions, and anticipate those parts that could be expected to be difficult to deal with;
- discuss formats that each moderator was considering for his or her forum and activities that could be incorporated into programs;
- suggest panelists and subject matter specialists;
- delineate issues, especially those relating to the humanities;
- and achieve a clear understanding of the role of humanist moderator and the humanities component in each discussion.

At this time, those responsible for the workshop were concerned with clarifying for the humanist moderators the following points:

- their responsibilities as moderators,
- their responsibilities as humanists,
- the importance of careful planning,
- the importance of a structured discussion,
- the importance of ensuring a balanced presentation with all points of view on a topic represented,
- and the importance of delineating the humanities issues within each topic.

WHAT WE'D DO NEXT TIME

The next time through our humanist moderator workshop, we'd have a well-structured agenda that would look something like the following:

MORNING SESSION

1. Presentation: Definition of the Humanities--as a field of study and as a way of approaching an issue.
2. Group Activity: Moderators to pair off and determine, working as a team, the humanities issues within their discussion topics, compiling them as a formal written list.
3. General Discussion Session: A discussion that includes determining those general humanities issues within the topic of the entire series specifically.

(short break)

4. Presentation: The Purpose of the National Endowment for the Humanities and the Obligations of Those Serving as Humanist Discussion Moderators
5. Group Activity: Small group discussions of methods to articulate this purpose to an audience and to clarify for those in attendance at forums what the humanities are and how they are actually involved in the discussion.
5. General Discussion Session: Based upon the results of the small group discussions, the development of between two and four specific methods that all moderators will select from to accomplish such clear articulation.

(lunch followed by a thirty-minute speech accomplishing one of the following: a new perspective by a subject matter expert on the general content of the forums OR advice on discussion techniques from an expert in communication and group processes)

AFTERNOON SESSION

1. Presentation: How to plan a forum program, ways to work with presenters, methods to assist project staff in publicity and in gaining an audience, and materials that can be distributed.
2. Question and Discussion Session: to include ideas and suggestions on the topic from moderators.
3. Presentation: Forum formats, group discussion techniques, and methods to achieve the right level for the audience.
4. Simulation Exercise: Each moderator is assigned a topic and an audience, makes a short presentation, leads a discussion based upon it, and receives a critique by those in his audience.
5. General Group Discussion: an evaluation of the workshop and suggestions for improving it next time.

Our Responsibilities in Working with Humanists

Based upon our experience, next time through we would assume the following responsibilities:

- Ensure that moderators have prepared clear written statements of humanities issues within each topic.
- Insist that moderators focus the general topic so that it is manageable and tangible and help them set up actual questions on specific areas for this focus.
- Assist the moderators in finding and evaluating resources--printed and audiovisual--and in preparing printed materials for distribution at discussions.
- Make sure that panelists or presenters and moderators have met before the program to plan their presentations, to determine issues and problems, and to clarify their points of view.

- Make sure that the moderator has selected a format that will best serve his topic and the anticipated size and educational level of his audience.
- Ensure than any planned use of audiovisual materials by the moderator is not so extensive that it shortens discussion time too much and that the materials are absolutely pertinent to the topic.

It was our experience that whenever we did such things or whenever moderators operated in this way, the forum benefited.

What Worked Well

- Clear written directions to moderators(see Display 7) Moderators appreciated such directions in writing, and all of them completed the assignment very well.
- Clear written directions and forms to be completed by moderators including summaries and recommendations from their discussions and evaluations of them(see Display 8).
- Clear written explanation to moderators of their responsibilities and rewards(see Display 9).
- The sharing of all information concerning the project and its funding with the moderators.
- Including moderators as members of the forum advisory committee.

We'd Make Clearer Next Time

- The importance of evaluation of programs and ways to get audiences to complete evaluation forms.
- The importance of directing questions to the audience that draw upon their own backgrounds to stimulate a response.
- The importance of clearly presenting the main issues in a topic and being specific.
- The importance of dividing the discussion between the panel and the audience and avoiding a great deal of discussion among panel members so that the audience will become actively involved in the discussion.

--The importance of using the panelists as resource persons only and not as the whole program, once they have made their introductory remarks.

--The importance of having a specific focus for the content of the meeting and of having a desired result in mind.

It was our experience that our humanist discussion moderators were perhaps our most valuable resource in our forums; they were serious, congenial, supportive, and most conscientious. We could not have held our discussions without them.

Forum Formats

We have used four basic forum formats with variations and with varying degrees of success throughout our two series of forums.

1. THE TOWN MEETING:

- brief introductory remarks by the moderator
- introduction of community experts present to answer questions and to listen
- approximately thirty minutes of discussion
- refreshment break
- about 40 minutes of discussion ending with the moderator's summation of recommendations suggested by the discussion.

This format is deceptively simple. Actually, we found that the moderator had to do extensive preliminary planning to result in a good town meeting. Also, a planning meeting with the community experts was essential, especially to establish points of view and delineate issues.

We used several modifications of this format. Sometimes each expert spent 5 to 10 minutes giving his or her perspective on the topic. Sometimes the town meeting began with a film or sound/slide show on the topic. Some times and audiovisual presentation was made after the refreshment break. But in all variations, the fundamental characteristic of the town meeting is the emphasis upon listening to citizens' opinions and on attempting to reach consensus through discussion.

This format worked well at forums with no more than 40 people, a number small enough to allow for the involvement of all in active discussion.

To break for refreshments in the middle of a meetings invites a potential loss of audience at that point. However, we ordinarily did risk such a break because of the value of the informal discussion at that time, something that often improved discussion of the topic during the second half. A good moderator circulated during this time and picked up ideas to use in directing discussion during the last half.

2. THE PANEL DISCUSSION:

- moderator's introductory remarks of about 10 minutes
- presentation by each panelist in relation to the topic of 10 to 15 minutes

- discussion among panelists
- question-and-answer session

This format was required with a large audience or in a presentation that was essentially academic in content. Whenever it was used by a moderator it meant that the program would not have the sort of discussion and interchange of the town meeting. Some town meetings became panel discussions because of the level of presentation and the amount of time taken by panelists' remarks. In one presentation planned in this way, members of the audience wrote questions on cards during the refreshment break in the middle.

3. FILM DISCUSSION:

- introductory remarks by moderator on the background of the film and what to look for
- film showing
- discussion and questions

We have not been very successful thus far in our use of this format. Possible reasons are that the audience attends such a presentation primarily to see an entertaining film and not to discuss it and that the discussion leaders needed to plan their presentations and questions much more carefully to direct a disciplined discussion.

4. SMALL GROUP DISCUSSION:

- slide/lecture on topic
- small group discussions, each group with a leader, using a group consciousness raising technique with printed questions that called for an individual to respond based on his or her actual experience
- general group discussion on the implications of discoveries made during the small group discussion
- refreshment break
- film presentation on topic
- group individual rating of questions raised by the film presentation
- discussion of ratings

We considered this format to be the most successful one used in 17 discussion forums. Initially, we were concerned that the group consciousness raising technique would result in a meeting that was not non-partisan; however, the diversity of those in attendance resulted in a fair approach. The individual involvement in the group discussion and individual ratings in the last half was good, and, as a result, everyone was active and involved. The narrator had done extensive careful planning. This is one format that we want to use again.

Publicity

Through Co-sponsors

We found through questionnaires at programs that the single most effective publicity method to get people to attend events resulted from the work of co-sponsoring organizations. Display 9 is a copy of a letter that we sent to all co-sponsor representatives before the program began. A number of organizations announced events in their newsletters; others announced them at meeting.

Press Releases

There's nothing difficult about writing press releases; when they are printed, programs get free advertising. We discovered in our second series of programs that announcement of events in newspapers advertisements and press releases was the second most effective publicity method to get people to attend programs. Displays 10 and 11 are examples of our press releases: one on the entire project before it began and the other, an example of a press release dealing with just one program.

Newspaper Advertisements

In both series of forums we ran small advertisements in local newspapers. These followed the press release and ran just before the event. We learned that our best results came when we actually requested type size, thereby ensuring plenty of white space and an emphasis upon that which we wished to highlight. Display 12 is an example of such an ad request. Next time through, we'd also credit well-known presenters in our ads. Display 13 is an example of advertisement resulting from one of our requests.

News Coverage of Events

We identified one reporter or newscaster with each local paper or television and radio station that we knew and who dealt in coverage of something such as our projects. We ordinarily worked through this individual. In fact, the second time through the first thing that we did was to call this news contact and explain the project. We received what we judged to be good news coverage of both series of forums. One of our problems was also securing the credit that we felt appropriate for our funding agents. In

an attempt to gain such credit and also to ensure clear identification of the project and proper credit to moderators and presenters, we prepared for distribution to representatives of the news media at each program a one-page sheet similar to the one included in Display 14. We found that it helped considerably.

Other Methods

Other publicity methods included public service announcements to radio and television stations, the use of our own cable television hook-up for advertisements and coverage, bulk mailing of project brochures, posters, distribution of flyers, and a lot of personal contact on the telephone.

Other

Sign-in Sheets

It is our understanding that there is a debate about the use of a sign-in sheet for those attending discussions, some believing that people do not like to have to identify themselves in this way. We decided to use one any way, and our experience during our first series of programs with such a sign-in sheet convinced us that it was a good idea. We used this sheet for the following things:

- to compile a list of representatives of co-sponsoring organizations attending meetings to announce at the break,
- to get some idea of the nature and size of our audience,
- to provide us with a mailing list of great help in distributing summaries and recommendations from programs to those in attendance, in publicizing a second series of forums to those who had been interested enough to attend our first, and in mailing publicity specifically relating to one program to those who had attended previous ones. An example of our sign-in sheet is included in Display 15.

Letters of Confirmation

Display 16 includes an example of a letter of confirmation that we sent to all of our panelists after we had talked with them in person or on the telephone. We think that it covers most of the important information.

Meeting Times & Places

We tried just about every time and place for meetings and never seemed to be able to please everyone. Community centers--especially those with good facilities and high use--seem to be excellent for evening meetings. One difficulty is that they usually have to be reserved some time in advance. We have learned that not all meetings should be in the evening; a part should occur in the afternoons, especially for senior citizens. We also learned to check out acoustics; plan microphones and the arrangement of furniture, and check over kitchen facilities carefully before meetings.

Evaluation

We'd spend much more time and effort on evaluation of programs next time through, for we have come to believe that the best single way to determine what is right or wrong about a program is to ask the audience. We did so on several occasions and learned some important information, such as the fact that large numbers of those in attendance at a humanities program did not know what the humanities were. Also, through such evaluation we were able to determine the relative effectiveness of different methods of publicity, most important in view of all the time and money that we spent on publicity.

In other forum series, we would be most interested in asking our audiences questions that would determine their educational backgrounds and general interests and whether or not the level of the program suited them. We also would use a survey method to determine whether or not those attending a program had learned something from it or had experienced a change of attitude because of it.

Tell Others

In our second series of programs, the next thing that we did after calling our news media friends was to write to our senators and representatives in Washington to tell them that our area was benefiting from funds from the National Endowment for the Humanities. Sharing this information with such people makes you and funding agents such as NEH look better. Display 17 includes a sample letter that we wrote to accomplish this end.

BLACK hawk College

6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311



December 13, 1977

Ms. Jane Doe
Better Business Association
1100 South Prairie Street
Beaver Plains,
Illinois 019876

Dear Ms. Doe:

Your organization joined with Black Hawk College in sponsoring a series of town meetings paralleling this fall's Course by Newspaper "Crime and Justice in America." This project is still in progress with the panel of local experts moving toward recommendations based upon the community discussions. We very much appreciate your organization's assistance and hope that you found the project to be a worthwhile effort.

It's our hope to serve as a catalyst in organizing a similar community discussion paralleling this spring's Course by Newspaper, "Popular Culture: Mirror of American Life," which will examine the impact of mass media, especially of television, upon American life. Of course, there are many important issues within this topic.

Once again, we hope that your organization might join us in sponsoring this discussion series. All arrangements will be similar to those in the past with one important exception: we want to ensure that your organization is involved much more in planning the project than before--that it is a genuinely cooperative effort. Therefore, we will need from your organization an official representative to meet two or three times with faculty discussion moderators as an advisory council to select community experts, determine procedures, and define important questions and concerns within the subject.

A In addition, your commitment in this cooperative community project involves your willingness to be listed as a co-sponsor in all official correspondence and publicity and your support by publicizing the discussions within your organizations. If you can devote one of your meetings to an open discussion on the issues, doing so would be most helpful. As you are able, your organization might also volunteer experts to assist in the discussions, meeting space, refreshments at discussions, and small financial assistance or time in the printing of programs and brochures and in bulk mailings. Really, the resources for a successful community discussion series of this type are essentially human resources, interest, and commitment and time.

B { I am enclosing a brief description of Courses by Newspaper, which provides the basis for this community discussion, and of "Popular Culture: Mirror of American Life," this spring's topic. The issues are important to all of us and to our community. Everyone should have the opportunity to learn more about these issues and to discuss them, and we would like to reach responsible recommendations for community improvement relating to these issues.

C { We hope that your organization will join all of us in a worthwhile and interesting community discussion. If you are interested in doing so, please notify me by January 15, 1978, either by phone or in writing. At that time or soon afterward, I will need the name of that member who will represent your community group in the advisory committee.

Once again, thank you for your help this fall and we hope that you will want to participate this spring. Doing so can assist in community education and improvement.

Sincerely yours,

Mary A. Stevens, Director
Division of Interdisciplinary
and Alternative Study

MS/sr
Enclosure



Display 1

BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/796-1311

Through funding from the National Endowment for the Humanities for several years, the University of California, San Diego Extension, has developed two college courses each year to be offered nationally with newspapers essays written by recognized experts. This fall's Course-by-Newspaper was "Crime and Justice in America" - a timely and important topic. This spring's, which will be carried again by the Rock Island Argus, will be "Popular Culture: Mirror of American Life." Essentially, it focuses upon the impact of mass media - especially of television - on all of us.

This fall, through a grant from the American Association of Community and Junior Colleges with funds from the National Endowments for the Humanities, Black Hawk College was one of six community colleges throughout the country to develop a demonstration model community forum parallel with the course. With help from over two dozen other community agencies and groups, we held nine town meetings, free and open to the public, throughout the college district. Our hope was to achieve community education, discussion, and improvement. Right now a panel of three local experts is reviewing recommendations and opinions expressed by citizens at these meetings and preparing four television tapes to be presented on WQAD and local cablevision in January. We also are preparing a written report for those officials responsible for various sectors of the criminal justice system. Thus, we seek results as well as discussion and education.

B { I am enclosing materials describing "Courses-by-Newspaper," this semester's community forum, and next semester's topic.

Serving as a catalyst in the development of such community forums is one important way for all community colleges to serve their district. The faculty at Black Hawk College recognizes this responsibility and wishes to join with representatives from other interested community groups and agencies in holding another

Page 2

community forum. All involved are most willing to do so on their own time, and on a volunteer basis, and this project will require no expenditure of college funds. We have learned already that the most important essentials for this type of community project are wide interest, help from a number of community agencies, concern, and time.

We recognize that the aims and interests of your organization are such that you might be interested in joining us and others in holding a community forum between January and May of next year on the topic of the impact of the mass media on American life. In fact, we recognize the importance of having the special perspective of your organization included.

Participation in this forum requires the following: (1) Willingness to have your organization's name listed as a project co-sponsor (2) Designation of a member of your organization as your representative to a community forum advisory committee that will meet three or four times to plan the project and evaluate its results, and (3) Publicity for the discussions within your organization.

Beyond this, all other contributions are strictly voluntary and as you are able. Some important ones might be providing meeting space for discussions, providing refreshments at meetings, offering experts from among your organization on the topic to assist in discussions, providing small amounts of money or time for brochures or publicity or bulk mailings, and perhaps devoting the program of one of your meetings to a discussion of some aspect of the topic.

We hope that you will discuss this project with your organization and determine if you would like to become a part of it. If your group, is interested it would be necessary for you to designate a representative for our advisory council, which will be meeting before the end of January. Therefore, if your group is interested in trying participation in a broadly community-based forum discussion as a way to reach education, decisions, and improvement, would you please notify me in writing or by phone by January 15, 1978.

We hope that you will be interested in joining us in seeking new ways to solve today's problems.

Sincerely yours,

Mary Stevens, Director
Division of Interdisciplinary
and Alternative Study

MS/sr

PAGE(s) 28 WAS (~~WERE~~) MISSING (REMOVED) FROM
THIS DOCUMENT PRIOR TO ITS BEING SUBMITTED TO
THE ERIC DOCUMENT REPRODUCTION SERVICE.



Display 3

AGENDA

MEETING--ADVISORY COMMITTEE, ObN Community Forums
"The Impact of Mass Media on American Life"

PLACE: Student Meeting Room, First Floor,
Student Center(Bldg. 4),
Black Hawk College
6600 34th Avenue
Moline, Illinois 61265

TIME: 7:30-10:00 p.m., Wednesday,
February 15, 1978

1. Introductions
2. Short film strip defining popular culture
3. Stevens' presentation explaining the project, its funding,
and what has been done
4. Scheduling of town meetings and film showings/discussion--
times, dates, topics, places
5. Suggestions of community humanists and others who might be
involved
6. Discussion of methods of publicizing the series and the project
brochure
7. Other

REFRESHMENTS REFLECTING
THE TOPIC OF POPULAR CUL-
TURE AND APPROPRIATE TO IT
WILL BE SERVED

Please use Visitors' Temporary Parking Permit Enclosed. Visi-
tors' parking is located to the east of Building 4(permit includes
a campus map).



Display 3

FORUM COMMUNITY ADVISORY COMMITTEE

SECOND MEETING

Wednesday, April 8, 1978, 7:30 p.m.

Black Hawk College
Student Center - Bldg #4
Student Meeting Room

AGENDA

1. Report from Sylvia Martin
 - a. Publicity efforts
 - b. Contributions from co-sponsors
 - c. Comments and response to meetings
2. Discussion of Efforts
 - a. Critical evaluation of past efforts in the project
 - b. Discussion and suggestion for future efforts and meetings
3. Project Results
 - a. Method reach them
 - b. Form and area that they should cover
 - c. Who should receive them and in what form should they be presented



Display 3

COMMUNITY FORUM ADVISORY COMMITTEE

FINAL MEETING

Thursday, May 11, 1978, 7:30 p.m.

Black Hawk College
Student Center - Bldg #4
Student Meeting Room

AGENDA

- I. Presentation of Awards
- II. Reports from Co-Sponsors
 - A. Contributions
 - B. Critiques
- III. Final Report on Project
 - A. Recommendations
 - 1. Method
 - 2. Form and how to cover
 - B. Mailing to whom

Display 4

-32-

WELCOME to the first meeting of the advisory committee for the discussion series on the topic "Impact of Mass Media on American Life."

In this packet you should find the following:

- (1) An abstract of the grant proposal which was funded by the Illinois Humanities Council
- (2) A press release that has been issued describing the project
- (3) A skeleton outline of what has been done, with the rest for you to plan
- (4) A summary of the major budget information that you will need in this planning
- (5) A summary of the project objectives and topics
- (6) For some organizations, a Course by Newspaper Sourcebook that may assist you in planning parallel activities within your organization. Additional copies are on order in case other organizations would like copies
- (7) Reprints of two typical newspaper articles appearing in the Rock Island Argus on the topic; this discussion will parallel the Course by Newspaper
- (8) A clear definition of terms related to the project
- (9) Forms on which each of you should record your organization's "in-kind" contributions--non-cash
- (10) A list of present co-sponsors and their representatives and addresses

AND MOST IMPORTANT OF ALL

AN AGENDA

Display 4

COMMUNITY CO-SPONSORS

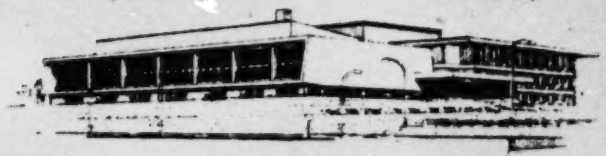
COMMUNITY FORUM ADVISORY COMMITTEE

American Association of University Women	Marcia Wetzel
American Federation of Teachers, Local #1836	Dorothy Beck
National Organization for Women	Marcia Noe
Parents without Partners, Inc., Chapter 234	Jerry Beckett
Rock Island County Council on Alcoholism	John Foss
Women's Club of Moline	Mrs. Carl Mott
River Bend Library System	Emily Wilson
Black Hawk Folklore Society	Marian Lardner
Quad-City Arts Council	James Scott
National Retired Teachers' Association	Mr. and Mrs. John Roman
FISH, Inc., Moline	JoAnn Maddox
CENTRUM, Inc.	Linda Carstens
Parent Teachers Association District Council	June Engstrom
St. John's Lutheran Church Women's Forum	Carolyn Erickson
Marriage and Family Counseling Service (serving Scott and Rock Island Counties)	C. Bruce Grossman
Rock Island ARGUS	Mr. Lynn Ash
Rock Island-Milan Churches Women United	Charlene Guthrie
Black Hawk College	Mary Stevens
	Marcella Rainey
	Larry Lorensen
	Marcia Noe
	William Hannan
	Dorothy Beck
	Jane Schmidt
	Douglas Stevens

A project of the Illinois Humanities Council with funds from the National Endowment for the Humanities.

Black hawk College

6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311



Display 5

This year, we very much appreciated your organization's cooperation with us and many other community organizations in sponsoring two community forum discussion series as one of eleven national demonstration projects sponsored by the American Association of Community and Junior Colleges.

Since we began these projects last summer, there has been increasing recognition nationally that assistance to communities from two-year colleges in such discussions may very well be a good idea for everyone involved and that such may be a most important part of a community college's responsibility to its community. Thus, as much as we are able within our most limited financial resources, we would like to continue these efforts next year.

Black Hawk College has two major resources to offer to community organizations in this respect: (1) a very good faculty with a wide range of knowledge in different fields that wants to make this background available as a community resource and (2) some experience now in assisting with community discussion forums.

Therefore, at a time when many organizations are planning their programs for next year's meetings, we would like to invite you to consider devoting one of these meetings to a forum discussion on an issue that you consider to be of critical importance.

If you are interested, please call me now or in the early summer. I'll work with you in determining what faculty members could best make presentations of information, what faculty member could best moderate the discussion, what community experts we might call upon for additional information, what types of information should be made available to members of your organization as a basis for discussion, what the major social and value questions are that need to be addressed, and what format would be best for the discussion. I am sure that we both share the goal of developing an interesting and valuable discussion that should provide an attractive--and perhaps an unusual--program for your organization.

Many faculty at Black Hawk College--of whom I am one--want to offer some of our own personal time in this way to the community. We hope that you will be interested in the experiment. So, if you are and if you have an issue and a meeting, or if you just like the idea, please call me for more information at 796-1311, ext. 252.

Sincerely,

Mary A. Stevens, Professor, Department
of English and Journalism

Display 6



BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/755-1311

April 26, 1978

Mr. & Mrs. John Romons
National Association of Retired Teachers
2208 31st Avenue
Rock Island, IL 61201

Dear Mr. & Mrs. Romons:

Thank your organization so much for the generous contribution of cookies for the Community Forum Town Meeting April 25th at St. John's Lutheran Church. We appreciate your involvement with our project.

Thank you again.

Sincerely yours,

Sylvia A. Martin
Town Meeting Coordinator
CbN Community Forums

SAM/jrh



Display 6

BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/755-1311

March 14, 1978

Mr. Booker Cole, President
Parents without Partners, Inc., Chapter 234
PO Box 555
Moline,
Illinois 61265

Dear Mr. Cole:

Last Friday night, Bill Hannan and I very much enjoyed the chance to come to one of your PWP meetings and talk about popular culture, "Star Wars," and community discussion forums. Your members made us feel most welcome.

Your organization addresses a most important need in our community; its members are impressively diverse and cordial. We most appreciate your support of our discussions last fall and are even more appreciative of your continued support this spring.

Sincerely yours,

Mary Stevens, Project Director



Display 6

BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/755-1311

March 16, 1978

Miss Ruth Moll
Butterworth Center
1105 - 8th Street
Moline, Illinois 61265

Dear Ruth,

I know that you hear it many times each month, but I want to add to that chorus my most sincere appreciation for our use of Butterworth Center last night for our first discussion on "The Impact of Mass Media on American Life."

Your own graciousness is beautifully reflected in the warmth and graciousness of the center.

Sincerely,

Mary Stevens, Director
CbN Community Forum

MS/m

PAGE(S) 38 WAS (~~WERE~~) ~~MISSING~~ (REMOVED) FROM
THIS DOCUMENT PRIOR TO ITS BEING SUBMITTED TO
THE ERIC DOCUMENT REPRODUCTION SERVICE.

March 15, 1978

TO: Faculty Humanist Moderators of "The Impact of Mass Media
on American Life" Forums
FROM: Mary Stevens, Project Director
SUBJECT: Suggestions for Management of Your Town Meeting

I'm no longer precisely sure of what a town meeting is, and I hope and suspect that the individual formats that each of you is developing for your forum will depart from the traditional form of this grand old American custom. However, the following is to assist you in planning them and to ensure that you fulfill the requirements of our funding agents.

Your presentation should be sure to include the following:

- (1) Introduction of yourself and summary of your background in the humanities(so our residents in attendance will realize that you do have something to contribute from such an old-fashioned field).
- (2) The community forums on "The Impact of Mass Media on American Life" are supported by a grant from the Illinois Humanities Council with funds from the National Endowment for the Humanities(so that tight-fisted district residents will not go away thinking that BHC is wasting its tax dollars on such activities and also to keep IHC and NEH happy.)
- (3) This year Black Hawk College has served as one of eleven national demonstration models developing community forums on Courses by Newspaper and selected and sponsored by the American Association of Community and Junior Colleges and the National Endowment for the Humanities(so that those in attendance will be suitably impressed by the college's national recognition, will believe that they are important, and also to keep Diane Eisenberg happy).
- (4) Last semester we coordinated the efforts of a number of community organizations in a series of town meetings on the Course by Newspaper "Crime and Justice in America." This series of discussions is based upon the Course by Newspaper "Popular Culture: Mirror of American Life."
- (5) Explanation that the ideas expressed at the town meetings will be reviewed at the end of the project and suitable recommendations made to public officials and mass media based upon these ideas and opinions.
- (6) Explanation that 17 local cooperating groups and agencies join Black Hawk College in sponsoring this project.
- (7) Explanation that the purpose of these discussions is to enlighten and challenge thought; they are intended to be non-partisan and fair and the opinions expressed in no way reflect the opinions of the community co-sponsors, Black Hawk College,

the Illinois Humanities Council or the National Endowment for the Humanities.

At some time during the discussion--to be determined by you and Sylvia Martin in pre-planning--Sylvia, the town meeting coordinator, will do the following:

- (1) Express thanks to those offering special assistance to the meeting
- (2) Introduce representatives of co-sponsors in attendance at meeting
- (3) Announce the next town meeting or film showing in the series
- (4) Indicate resources available to those interested in the topic--books and media at public libraries and the course materials.

Please remember that you will serve as moderator only. You do not have to be an expert on the topic of the discussion, although if possible, we did try to match you with a reasonable topic(I feel sorry for Jane Schmidt still). Also remember that we have, in working with you, tried to secure good panel resources to provide information on the topic. However, from an ordinary citizen's point of view and as a good teacher, you might wish to prepare questions for panel members and audience before the meeting. We have found that the best-prepared moderators usually have the best discussions. In working with your audience and your panelists, remember:

- (1) To close off an especially loquacious panelist or member of the audience
- (2) To watch the entire audience for those who wish to speak
- (3) To redirect discussion back to the topic when necessary
- (4) To summarize at appropriate places
- (5) To call on your panelists for help
- (6) To be sure that all points of view are fairly represented, either by calling on a panelist representing that point of view, asking if any in attendance with that point of view would like to speak, or, if worse comes to worse, simply saying, "You know there are those who would say....; what is your response to that."

You have already a proposed format for a discussion that breaks in two parts at the refreshment point. Please vary from this format; it's only for a suggestion. If you anticipate an exceptionally large group in attendance, you might consider the use of small group discussions during part of the meeting. You might wish, regardless of anticipated size of the audience, to prepare for individual response and effort at some point.

However, at the beginning, please make all necessary announcements (points 1-7 at the beginning), please introduce your panelists and please toss out a good question to be devoured.

Sylvia Martin will be working with each of you individually well before the meeting(well in this project means one to two weeks). We will want to have duplicated to hand out materials on the topic and she will be interested in assisting you in finding information or AV assists if you wish. We will want to make sure that you have all the equipment available that you need for AV assists. If you would like to use some audiovisual materials and don't know of them, you should see our project artist resource Bill Hannan; he knows them all. Both Sylvia and I will be extremely interested in seeing you develop a unique format for your audience and topic.

Please remember that your students might benefit from individual discussions or the entire series. You will be sent brochures to distribute. I assume that you will publicize your own discussion especially to students; it's an extra opportunity to influence them. Tell them to bring friends.

And don't forget your final reports.

The second of three meetings of the project's advisory committee is scheduled for A.R.(that's After Referendum) on Wednesday, April 12, at 7:30 p.m. Alas, I am cutting my stay in Atlanta short to make it back in time. Please mark your calendars.

Display 8

-42-

February 2, 1978

TO: Jane Schmidt, Dorothy Beck, Larry Lorensen, Doug Stevens, Marcia
Noe, Marcella Rainey, Moderators, CbN Community Forum, Pop Culture
FROM: Mary Stevens
SUBJECT: Orientation for Discussion Leaders

On February 9, Marcella and I are going to Chicago for a one-day orientation from the Illinois Humanities Council. I assume that our grant will be announced at about that time.

As you should remember, I hope, included within our budget is \$1800 for honoraria for discussion leaders, etc. Of this amount \$150 is designated for each faculty humanist moderator, of which you each is(are?) one. The rest will be used as will be decided more or less collectively later. Your part in the project is briefly as follows: (1) attendance at a faculty moderator training workshop, (2) meeting with the rest of a forum advisory committee, probably three times during the course of the project, (3) working in relation to planning your discussion, (4) other publicity that you can assist in, (5) perhaps some short written report on the conclusions from your meeting.

The advisory committee will include in addition to the six moderators, Bill Hannan, the other course instructor, who, as we know, has all sorts of good ideas, and a representative co-sponsoring groups. As much as possible, I'd like to see this committee make the decisions relating to the project--that's a part of the project actually, to see how the process work.

The first steps for the month of February are (1) convene the advisory committee, (2) conduct the moderator training workshop, (3) prepare the project brochure and have printed. The second of these events is now established:

Friday, February 24, 1:30 p.m.-4:00 p.m., Faculty Moderator Training Workshop, conducted by Diane Eisenberg, CbN Community Forums Project Director, AACJC/NEH and John Schonleber, a consultant in community educational programming and director of the Courses by Newspaper American Issues Forum in San Francisco. Thus, you will have a consultant trainer from each coast. I'm attaching a copy of Schonleber's recent article in the Community and Junior College Journal on community forums for you to review or read, whichever is more appropriate. I've asked Diane if formats available for discussion meetings could be emphasized. However, since we're more or less establishing a model, certainly we can move in several directions, including the way you would like to go.

So, think about it and, if you would like something else covered as well, let me know and I'll pass on the request, which I am sure will be honored. This meeting will be in the Special Conference Room.

Very soon you'll receive from me the abstract of our grant proposal so that you can see the whole scheme. Although she hasn't signed a contract, I'm planning on Sylvia Martin to join us as town meeting coordinator, and Barbara Leyden will be her assistant. So we should have some very good support.

cc: Bill Hannan, Diane Eisenberg, Sylvia Martin, Barbara Leyden



BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/755-1311

February 24, 1978

TO: F.H.M.'s
FROM: Mary Stevens
SUBJECT: Your Reporting and Your Time

Attached are materials for your use in the simple reporting that you must do in relation to the project.

The first page is entitled "Humanist Evaluation." It should be written in narrative form, similar to the sample that is on the next page. This narrative, needless to say, is best completed very soon after your discussion.

The third page is a sheet for you to record your time--hours, days, work. Your honorarium will be \$150. You have an established rate of salary at Black Hawk College--divide your annual salary by 32 weeks and that figure by 40 hours--that's it. To determine how many hours of work you are being compensated by the \$150, divide your honorarium by your hourly rate. Any hours of work that you complete in this project beyond these hours can be claimed by our project as volunteer in-kind support. It should be to assist the Illinois Humanities Council in their continuing support from NEH. It will make us look good as well and may result in help in the future from the Council. So please use this sheet to keep a record of your work, beginning with the time that you spent last week at the advisory committee meeting and continuing with the hours that you spend today at this meeting. Include time that you spend reading and doing research in preparation for your discussion, etc. Be honest but complete.

At the end of the project, when you submit this form to me, I'll issue a check release immediately for your work. The advisory committee, of which you are a part, will meet once more in May, so I'm assuming your honoraria will be paid in June in time for your summer vacation.

Thank you for your help and interest.

P.S. I'll see that your narrative gets typed and will be happy to help you with any arithmetic functions. After all, arithmetic was a part of philosophy at one time - wasn't it? Certainly, as a part of the quadrivium, it outranked grammar, logic, and rhetoric.

BLACK HAWK COLLEGE

MEMO

TO: Faculty Humanist Moderators
FROM: Mary Stevens, Site Director
SUBJECT: Short Report on Your Meeting

As you know, you are supposed to be turning into me - a good handwritten copy is fine - a 2 to 3 page typed report on the content and recommendations of your town meetings. It is important that we receive these soon after your discussions for meetings of our panel. Below is a simple suggested outline for this report:

Topic:

Place:

Date:

Time:

Panelists:

Content: General areas in which information on the topic was presented. Don't attempt to summarize information; just list areas.

Recommendations: List as you perceived those recommendations that came out of your meeting. This can be a simple list of statements - concise and specific - but not in any great detail.

Throughout try to be objective and specific. If you send me a handwritten copy, I'll have it typed and send a copy back to you.

Thanks.

MS/sr

HUMANIST EVALUATION

Date: _____

IHC Report: _____

Program: _____

Please write a narrative critique assessing the adequacy of the themes, the focus of the presentations, the resource personnel, your involvement as a professional but especially addressing yourself to the humanist involvement and the humanities component--were they pertinent and of high caliber?

Name: _____

The project, "_____"
has been cosponsored by (organization/institution) and the Illinois Humanities
Council.



Display 9

BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/7 96-131.

February 21, 1978

We are all most pleased that you are joining Black Hawk College and many other community groups in co-sponsoring a series of community forums on "The Impact of Mass Media on American Life." All of us involved in the project at Black Hawk College are committed to doing all that we can to help make this an interesting, educational, non-partisan, and worthwhile community project.

Enclosed you'll find several one-page flyers publicizing the first town meeting in the series that is now scheduled. Before this forum, our project brochure will be completed and printed, but this flyer does serve as a quick and early way to announce the first meeting. If possible, please display it in some way.

If you will be sending out an organizational newsletter before the date of this discussion meeting, we'd appreciate your including a short announcement of this meeting. Something like the one below would seem most appropriate:

(name of your organization) is joining many other community groups in a discussion series coordinated by Black Hawk College and supported by a grant from the Illinois Humanities Council and the National Endowment for the Humanities. Six town meetings and four film showings/discussions will consider the topic "The Impact of Mass Media on American Life." (name of your organization)'s representative to the project's advisory committee is (name of your representative.)

The first town meeting discussion in this series is now scheduled. It will investigate "The Effect of Popular Culture on Our Changing Lifestyles." Humanist moderator is Marcella Rainey, department of sociology and psychology, Black Hawk College. With her will be Bill Hannan from Black Hawk and Dr. Roald Tweet from Augustana College. This discussion, which is free and open to the public, will be at 7:30 p.m., Wednesday, March 15, 1978, at Butterworth Center (Library), 1105 8th Street, Moline.

If you do include this announcement or another one in your newsletter, we'd very much appreciate receiving a copy. We urge you to announce this discussion at one of your scheduled meetings also if possible.

Once again, thank you, and we hope to see you at the meeting.

Sincerely,

Mary Stevens, Project Director

NEWS

Black hawk College

6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311

Susan Greenwood, Acting Information Officer
phone: 796-1311, ext. 256 (office)
324-4543 (home)

Display 10

FOR IMMEDIATE RELEASE:

March 6, 1978

MOLINE: Children and television, politics and television, and sports and television are just a few of the areas that will be explored during a series of community discussions on popular culture. The series, entitled, "The Effect of Popular Culture on Our Changing Lifestyles," is sponsored by Black Hawk College, 17 community groups and a grant to Black Hawk College from the Illinois Humanities Council with funds from the National Endowment for the Humanities.

All events are free and open to the public.

Discussion topics, dates and locations are:

March 15, 7:30 p.m., Butterworth Center, 1105 Eighth St., Moline, "The Effect of Popular Culture on Our Changing Lifestyle," moderated by Marcella Rainey, department of Sociology and Psychology, Black Hawk College, with Bill Hannan, Black Hawk, and Dr. Roald Tweet, (cq) Augustana College.

March 27, 7:30 p.m., First Congregational Church, 620 22nd Street, Moline, "The Impact of Television Upon Politics," moderated by Larry Lorensen, department of History and Government, Black Hawk College, with Senator Don Wooten and Joe Anderson, president, Anderson, Teague, Stafford & Hove, Inc. an advertising agency.

April 13, 7:30 p.m., YWCA-Rock Island, 229 16th Street, Rock Island, "The Impact of the Mass Media Upon American Women," moderated by Marcia Noe, department of English, Black Hawk College. Small group discussions will be held.

- More -

April 18, 7:30 p.m., First Congregational Church, Moline, "The Effects of Television on Children," moderated by Dorothy Beck, department of English, Black Hawk College, with Carol Kimmel, past national PTA president, Dr. Becky Morgan, Community Mental Health Center, and Ron Klayman, program manager, WQAD-TV6.

April 25, 7:30 p.m., St. John's Lutheran Church, 4503 Seventh Ave., Rock Island, "The Impact of Television Upon Sports," moderated by Jane Schmidt, department of English, Black Hawk College, with Don Sharp, WHBF-TV, Phil Maley, Sports-Reporter, Quad-City Times, Gene Oliver, past National League baseball player, and Frances Leimkuehler, Black Hawk College will be panelists.

May 8, 7:30 p.m., Black Hawk College, Student Center, Lecture Rooms 1 & 2, "Today's Plastic Culture and Yesterday's Real Life," moderated by Douglas Stevens, department of English, Black Hawk College, with Dr. David Manning White, Virginia Commonwealth University, and Dr. Harry Oster, University of Iowa.

Also scheduled are four films with discussions about their impact on our lives. The films, times and locations are: March 31, Silvis Public Library, 7:30 p.m., "The Candidate"; April 6, Moline Public Library, 7:30 p.m., "High Noon"; April 20, Black Hawk College, Building 1, Room 306, 7:30 p.m., "McCabe and Mrs. Miller"; May 2, Black Hawk College, Building 1, Room 306, 7:30 p.m., "THX-1138."

Assisting in the project are a number of community cooperating groups, who, along with moderators from the humanities faculty at Black Hawk College, have representatives on the advisory committee responsible for planning the project.

These community groups and their representatives are as follows: American Association of University Women, Marcia Wetzel; American Federation of Teachers - Local #1836, Dorothy Beck; National Organization for Women, Marcia Hloe; Parents Without Partners, Inc. Chapter #234, Jerry Beckett; Rock Island County Council on Alcoholism, John Foss; Women's Club of Moline, Mrs. Carl Mott; River Bend

Library System, Emily Wilson; Black Hawk Folklore Society, Marian Lardner; FISH, INC., Moline, Jo Ann Maddox; Rock Island-Milan Churches Women United, Charlene Guthrie; District Council Parent Teachers Association, June Engstrom; St. John's Lutheran Church Women's Forum, Carolyn Erickson; Marriage and Family Counseling Services (serving Scott & Rock Island Counties), C. Bruce Grossman; also CENTRUM, Linda Carstens.

Also as a part of this project, any group or organization wishing a speaker on the topics for a meeting may draw upon a speakers' bureau listing.

Anyone wishing additional information should call Mary Stevens, project director, at Black Hawk College, 796-1311, Ext. 252.

Black hawk

NEWS

College



6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311

Susan Greenwood, Acting Information Officer
phone: 796-1311, ext. 256 (office)
324-4543 (home)

Display II

FOR IMMEDIATE RELEASE:

April 11, 1978

THE EFFECTS OF T.V. ON CHILDREN

MOLINE: The topic of the fourth town meeting in the Community Forum series on the Impact of the Mass Media on American Life will be "The Effects of Television on Children." It will be held Tuesday, April 18, 7:30 p.m. at the First Congregational Church, 620 22nd St.

Panelists will be Carol Kimmel, past president, National PTA; Dr. Becky Morgan, clinical psychologist, Community Mental Health Center, Rock Island; and Ron Klayman, program director, WQAD-TV. Dorothy Beck, associate professor of English and Journalism at Black Hawk College, will moderate the discussion.

Mrs. Kimmel has given distinguished service to local, state and national PTA for twenty-nine years. She is also a past Rock Island School Board President. She is a member of the Illinois Board of Higher Education's Task Forces on Education of Teachers and the Study of the Governance of Higher Education.

Dr. Morgan holds a PhD in Psychology from the University of Minnesota. She worked with violence on television at Stanford University. She is a consultant to the Home Start Program.

Ron Klayman has been with WQAD-TV for about 12 years. He has a B.A. in radio and T.V. speech from Ohio State University.

(MORE)

Community Forum

2-2-2

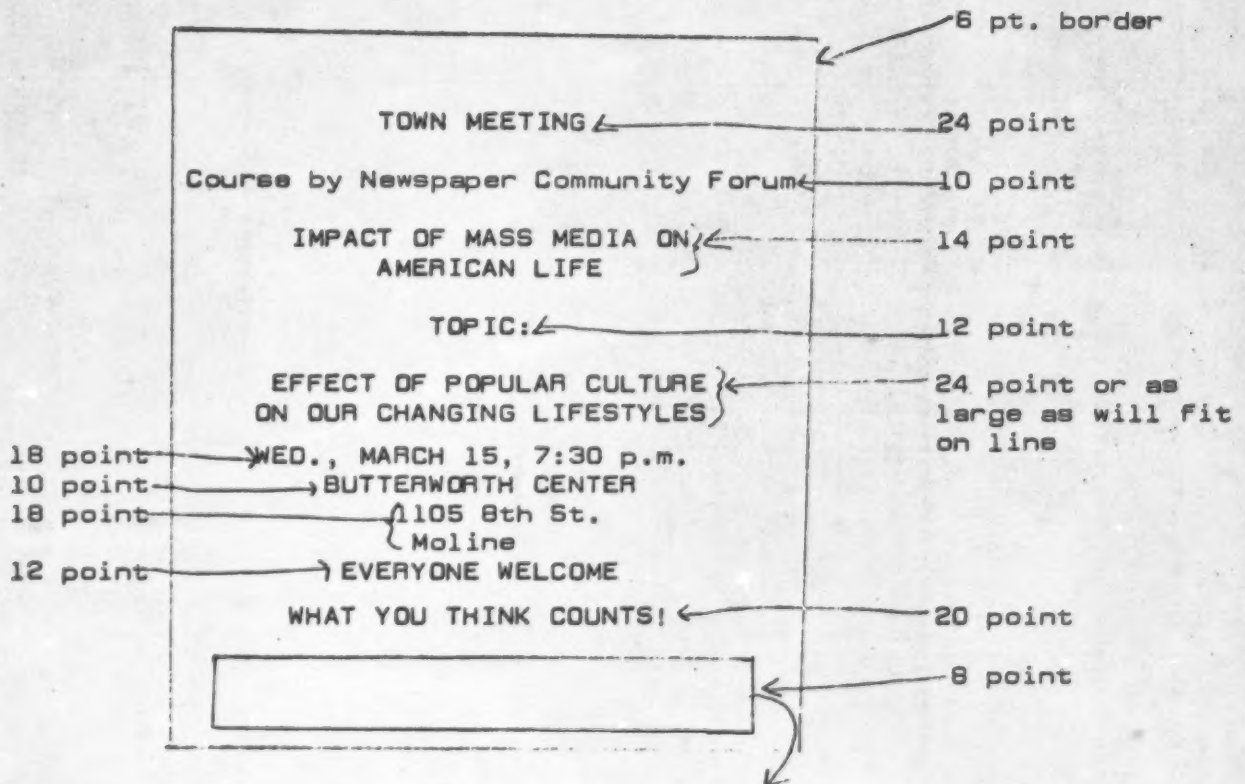
Community Forums are a project of the American Association of Community and Junior Colleges and this project is supported by a grant from the Illinois Humanities Council with funds from the National Endowment for the Humanities.

The town meeting is free and open to the public. It will be hosted by the local PTA's and Parents Without Partners, Chapter #234.

-30-

Display 12

USE ONE TYPESTYLE FOR ENTIRE AD



a project made possible by a grant to
Black Hawk College from the Illinois
Humanities Council with funds from the
National Endowment for the Humanities

Display 13

TOWN MEETING

Course by Newspaper Community Forum

**IMPACT OF MASS MEDIA ON
AMERICAN LIFE**

TOPIC:

**TODAY'S PLASTIC CULTURE AND
YESTERDAY'S REAL LIFE**

Black Hawk College

Student Center, Rms. 1 & 2

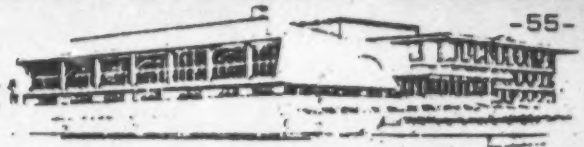
May 8, 7:30 - 10:00 p.m.

Everyone Welcome

WHAT YOU THINK COUNTS!

a project made possible by a grant to Black Hawk College from the Illinois Humanities Council with funds from the National Endowment for the Humanities.

Black hawk College



6600 34TH AVENUE MOLINE, ILLINOIS 61265 PHONE 309/796-1311 Ext. 252

FOR THE NEWS MEDIA

Display 14

TOPIC: THE IMPACT OF TELEVISION UPON POLITICS

TIME: 7:30 p.m.

PLACE: First Congregational Church, Moline

CO-SPONSORS: Rock Island County Council on Alcoholism

FACULTY HUMANIST MODERATOR: Larry Lorensen, Professor of History and Government, Black Hawk College

PANELISTS: Senator Don Wooten

Mr. Joe Anderson, President, Anderson, Teague, Stafford
& Hove, Inc.

If possible, we would very much appreciate your including in any coverage of this town meeting the following paragraph:

This is the 2nd in a series of 10 town meetings and film discussions on the community forum topic, The Impact of Mass Media on American Life. The topic parallels this spring's Course by Newspaper, "Popular Culture: Mirror of American Life." This community forum is made possible by a grant to Black Hawk College from the Illinois Humanities Council with funds from the National Endowment for the Humanities. In this project, Black Hawk College is joined by more than sixteen community co-sponsors.



Display 15

BLACK HAWK COLLEGE 6600 34th Avenue Moline, Illinois 61265 309/755-1311

REGISTER OF THOSE IN ATTENDANCE--Cbn Community Forum, Introductory
Workshop, Black Hawk College, September 7, 1977

[illegible]

Black hawk College



6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311

March 8, 1978

Display 16

Mrs.
1715 Street
Rock Island, IL 61201

Dear Mrs.

Black Hawk College is very pleased by your personal support of our Community Forum on the Impact of Mass Media on American Life and your willingness to serve on the panel for the town meeting on the Effects of Television on Children to be held Tuesday, April 18, 1978, 7:30 p.m., at the First Congregational Church, 620 22nd Street, Moline, Illinois.

As a panel member you are asked to be at the meeting a half hour before it starts. Your faculty humanist moderator, Dorothy , will contact you further about preparation for the meeting. Both Dorothy and I are fully aware of the controversial nature of the topic; however, the guidelines from the National Endowment for the Humanities state that the discussions are to be fair and non-partisan. Mr. Program Manager, W -TV, and Dr. , clinical psychologist at the Community Mental Health Center, Rock Island will join you on the panel.

You will receive a \$50.00 honorarium in recognition of your work, but we know that the goals of our project - community education, discussion and improvement - will be your most significant reward.

Enclosed, please find a list of events and a brochure of the project. The project is funded by a grant from the National Endowment for the Humanities and the Illinois Humanities Council.

Thank you

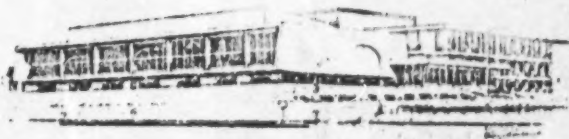
Sincerely yours,

Sylvia A. Martin
Town Meeting Coordinator
CbN Community Forums

SAM/bcl
2 Enclosures

Black hawk College

6600 34TH AVENUE / MOLINE, ILLINOIS 61265 PHONE 309/796-1311



February 14, 1978

Display 17

The Honorable _____
The United States Senate
Old Senate Office Building
Washington, D.C. 20510

Dear Senator _____:

Enclosed is a press release that Black Hawk College has just issued to local news media announcing a project that has been partially funded by the Illinois Humanities Council and the National Endowment for the Humanities.

The topic of this discussion series--"The Impact of Mass Media on American Life"--is of interest and concern to our community. Black Hawk College can undertake the role of coordinator of the project only because of support from our community co-sponsoring organizations and from the National Endowment for the Humanities through the Illinois Humanities Council.

Not only do we wish to notify you of the Black Hawk College project, but also we want to express to you our community's appreciation of NEH/IHC assistance to us in enriching the cultural and educational life of our area. We believe that projects such as this one are most worthwhile.

We are placing your name on our mailing list so that you will be aware of the scheduled events. We hope that, if you are in our area at the time of any of them, you will join us.

Sincerely yours,

UNIVERSITY OF CALIF.
LOS ANGELES

AUG 18 1978

Mary Stevens, Director
Division of Interdisciplinary
and Alternative Study

CLEARINGHOUSE FOR
JUNIOR COLLEGES